

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| In re Application of:                     | ) |                             |
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| Elliot A. Gottfurcht                      | ) | Examiner: CHAMPAGNE, DONALD |
|   | ) |                             |
| Serial No. 10/646,066                     | ) | Art Group: 3622             |
|   | ) |                             |
| Filed: August 21, 2003                    | ) |                             |
|   | ) |                             |
| For: Method to Generate Advertising       | ) |                             |
| <u>Revenue Based on Time and Location</u> | ) |                             |

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT AND RESPONSE TO OFFICE ACTION**

In response to the Final Office Action mailed May 11, 2007 and Examiner's Answer mailed August 20, 2007, in conjunction with the Request for Continued Examination under 37 C.F.R. § 1.114, submitted herewith, and in connection with the above referenced patent application, the Applicant respectfully requests reconsideration in view of the following amendments and remarks.